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Voice Mail #71402

January 27, 1998

TO: All Sales/Territory Representatives

RE: April Doral B1G1F Promotion #800219

Ladies and Gentlemen:

Attached is the MODEL for the upcoming April Doral B1G1F promotion. We regret to inform you that the STUBS you filled out in December, which were discussed in our letter dated 11/25/97 and at the Annual Meeting, are not yet available for any April promotions.

Winston-Salem will advise us when we can begin using STUBS. For all April promotions, you will have to complete the models as usual, and information will not stick from one promotion to the next. Promotion specifics for all April promotions will be in the 2nd Quarter Work Plan letter which you will receive in the future.

The attached Model must be reviewed by you immediately and returned to the ROU by Monday, 2/16/98 at the latest. Please use the enclosed postage paid envelope marked to my attention. Please do not FAX this model. You have enough time to mail via US mail.

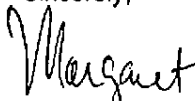
NOTE:

- 1) Model consists of calls with a volume of 75 or greater.
- 2) **Do not make any changes to chain calls, unless you are adding a chain to VAP.**
- 3) **You cannot add any SKU's to this promotion!** You can make changes, but your SKU count must remain the same. In other words, you cannot add SKU's, only transfer SKU's from one account to another.
- 4) If you are making a change, please cross out SKU number in the Revised SKU column and write new number on the line provided. Do not under any circumstance cross out any numbers unless you are making a change. **The Sugg SKU column means nothing.** You must look at what is in the Revised SKU column.

After changes have been made to models, Direct Account templates will be generated. You will then be sent your final territory models.

Should you have any questions or concerns, please voice mail me at 71402 with your questions, and I will get back to you.

Sincerely,



M. A. Sullivan

Enclosure / cc: D/M's/ROM

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R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION

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PROMOTION : 800219 DORAL CONV/GAS-BIG1F - APRIL ' PROMOTION SUMMARY REPORT

DATE: 98-01-27

DRIVE PERIOD: 80400

TIME: 03:10 PM

	NO OF ACCOUNTS	SKUS	TOTAL OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
12XXXX 12 NEW YORK METRO REGION				348	52,200
VAP					
CHAIN	341	454	9,080		
INDEPENDENTS	3,781	4,029	80,580		
VAP TOTAL	4,122	4,483	89,660		
NON-VAP					
CHAIN	78	68	1,360		
INDEPENDENTS	663	665	13,300		
NON-VAP TOTAL	741	733	14,660		
TOTAL CHAINS	419	522	10,440		
TOTAL INDEPENDENTS	4,444	4,694	93,880	TOT COMMITTED:	104,320
TOTAL ACCOUNTS	4,863	5,216	104,320	TOT REMAINING:	52,120-

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